

BOOST!

Covid reparation scheme leisure art 2022

INTRODUCTION

Reason

After two years of the covid pandemic with huge consequences for the local cultural infrastructure it is important for it to recover. To ensure this, the municipality of The Hague has made budget available to CultuurSchakel which can be used by CultuurSchakel in support of *Cultural activities in leisure time*.

This support explicitly has as purpose that the cultural and creative amateur arts sector is enabled to deal with the crisis and to develop the resilience within the relevant organisations to become agile, flexible and resilient for the future. A true boost!

Purpose of the scheme

The purpose of this subsidy scheme is supporting and stimulating institutions, collectives, and individual artists to enrich and strengthen the amateur arts sector and to restore the supply. Besides this, CultuurSchakel is aiming to support initiatives which were previously not in the picture – or which were not eligible for existing subsidy schemes – through this scheme.

APPLICATIONS

Applicants

Providers of leisure arts activities who are active in The Hague and who fall under one of the following categories are eligible for a subsidy from the *Boost!* covid reparation scheme:

1. associations, clubs and foundations that are operating in the field of active, non-profit-making cultural activities, and that are registered with the Chamber of Commerce with a place of establishment in The Hague. This concerns, amongst others, choirs, orchestras, theatre groups, and dance troupes.
2. Organisations (institutions) with or without a legal entity with an artistic objective focused on offering art and cultural activities, amongst which are (informal) collectives, and dance and music schools who offer leisure classes and rehearsals at a (fixed) location in The Hague.
3. Self-employed people who are registered at the Chamber of Commerce, located in The Hague, who provide cultural activities during leisure time or who offer a service in this area. This includes, for example, natural persons such as artists, teachers, and creators.

THE SUBSIDY SCHEME

Subsidy conditions

Eligible for reimbursement are an applicant's (additional) expenses which have been or will be made on behalf of:

1. cultural venues;
2. regaining public and digitisation;
3. recruitment and retention of members, participants, and students.

Several examples of eligible activities per category have been included in the first attachment to this reparation scheme.

The subsidy will be issued as a single compensation for expenses incurred.

We expect to see everyone who utilizes this *Boost!* scheme at one of the *Boost!* workshops which we will organize in September and October 2022. An indication of the various options is included in attachment II.

The application may include a combination of expenses incurred in all three categories. The financial overview and cover plan as it is used in this reparation scheme is added in attachment III.

Subsidy amount

The maximum amount of the subsidy is €2.000 per applicant or initiative.

Eligible costs

Eligible costs are ones that give an impulse to the reparation of arts and cultural activities. For example under this scheme this includes: labour costs, travel costs, material costs, marketing and communication costs, and costs incurred by hiring third parties.

It is possible to include previously incurred costs in the final statement. The (copies of original) invoices which need to be included in the submission of the final statement have an invoice date between 1 January 2021 and 31 December 2022. Payments can never exceed the amount on the invoices handed in with the final statement.

No advances will be paid.

Context

This reparation scheme will be carried out by CultuurSchakel. The general terms and conditions of the Subsidy scheme for amateur art in The Hague (Subsidieregeling Haagse Amateurkunst; see ...) also apply to this scheme. One exception applies: this reparation scheme is also open to informal groups (without a legal entity) and natural persons (self-employed people).

HOW LONG WILL IT LAST?

Procedure and time-limits to the application to the subsidy scheme

Applications can be submitted between 15 June and 15 July 2022.

Applications can solely be submitted by using the scheme's application form:

<https://form.123formbuilder.com/6147982/form>. Applications which have been submitted in any another way will not be accepted.

Assessment of applications will be handled by the CultuurSchakel's Subsidy Portal (Subsidieloket) between 15 July and 15 August 2022.

Notices of allocation or rejection of the applications will be given in writing not later than 15 September 2022. Submission of the final statement can take place immediately after the allocation of the subsidy, but has to be submitted on 31 January 2023 at the latest.

Subsidy ceiling and manner of distribution

There is a € 256.000 subsidy ceiling for the implementation of this scheme.

Only completed subsidy applications will be taken into consideration. The applications will be assessed in the order in which they are received.

The deadline for submissions is 15 July 2022 or when the subsidy ceiling has been reached.

WHO CAN I CONTACT?

Personal contact

You can contact Ellen van der Sar, Cultural Activities advisor and this scheme's project leader (ellenvandersar@cultuurschakel.nl , tel. 06-4694 1649) or Els Hogendoorn of the Subsidy Portal (subsidie@cultuurschakel.nl , tel. 06-4694 1647), with questions about this *Boost!* scheme.

Attachment I - Explanation assessment criteria

This reparation scheme will cover costs in three categories. Costs that have already been reimbursed in any other form in 2021 or 2022 (for instance through the Basic Subsidy, Presentation Subsidy, or through another municipal or other scheme) are not eligible for reimbursement again.

Please note: the examples per category listed below are *indicative*; other costs within the categories are definitely also eligible for reimbursement!

Locations for cultural activities

Most providers of amateur arts use locations owned by third parties for their activities, for which they pay rent. Availability of accessible, appropriate, and affordable locations for rehearsals and classes for example is a concern, because locations often don't (completely) meet the 'new' standards with regards to ventilation, space, and accessibility. This recovery scheme helps ensure that a location or medium can be transformed into a safe space for cultural activities.

Examples:

- Additional rental expenses for an alternative location;
- Costs incurred when purchasing sustainable materials such as fans, CO2 meters, plexiglass screens, dispensers etc.
- Purchase and use of technical materials and tools for online classes, rehearsals, and performances, such as Zoom or Jamulus.

Regaining public and digitisation

A large part of the potential public have found different pastimes during the pandemic and have yet to find their way back to (physical) performances and projects. In order to inform them that your institution or teaching practice is still active, extra marketing tools are required.

The crisis has also stimulated the development of new forms of supply (both physical, hybrid, and digital forms). This requires good facilities and knowledge. The fact that the public has gotten used to digital accessibility must be taken into account.

In order to increase the findability and visibility of the supply, the following costs are examples of costs that are eligible (*indicative!*):

- Costs related to the purchase or hiring of the digital infrastructure for the purpose of livestreams or other forms of digital activities (equipment, licenses, technicians, etc.);
- Costs related to enhancing or developing the provider's website, including possibilities for electronic ticket sales (for physical performances or livestreams);
- Purchasing promotional tools. Examples are, amongst others, a contribution to the costs of participating in the Haags Uit Festival and ad placement (both digital and printed) with The Hague media.

Recruitment and retention of members, participants, students

During the covid pandemic numbers of members, participants and students, especially in group activities (choirs, orchestras, dance troupes, and theatre groups), have declined. A large number of participants in classes, courses, workshops, and informal groups have found other pursuits, which has put pressure on the survival of the supply. Restorative measures are therefore necessary to restore the supply to pre-pandemic levels and to make sure that practitioners find their way back to the providers.

Costs that are eligible for reimbursement are for instance:

- Promotional costs, such as for developing video portraits about/ by the provider;
- Training costs for professionals in art and culture, such as:
 - artistic counsellors or rehearsal directors, benefitting the artistic range of the provider with whom they are affiliated;
 - (music) teachers in various fields, for the purpose of rebuilding their teaching practice, learning to work within a hybrid environment, and/or attending a professional course to improve their own range.
- Artistic coaching of a provider's members, students or participants, for instance through extra group rehearsals, choral education, study or rehearsal days under the direction of the resident artistic leader and/or external coaches.

Attachment II - *Boost!* workshops

If you are participating in this *Boost!* scheme, we are expecting to see you, or another representative of your organisation, at one of the *Boost!* workshops that we will be organising in September and October 2022.

CultuurSchakel is going to empower providers through workshops, training, and customized support. We will involve both our Cultural Activities advisors, as well as external partners and experts.

We will determine the content of the workshops on the applications we receive.

We would especially like to urge providers who are going to focus on regaining their public and using opportunities provided by digitisation to take part in our workshops. Specific and specialized knowledge is required in this case after all.

CultuurSchakel will also provide support and training with respect to the recruitment and retention of members, participants, and students.

What is marketing and how can we use it? What does a good website look like? What is the role and impact of social media for people working in leisure arts and culture? Attend a workshop and be well prepared for the start of your process of recruiting and retaining your public, participants, and members!

Keep an eye out for the announcements in the newsletter *Vrije Tijd* and the posts on our social media.

Attachment III – Financial overview and cover plan

Below you'll find an example of this document. Please download the Excel file to fill out your financial application. You can download it from our website www.cultuurschakel.nl/boost

Financial overview			
This format needs to be uploaded as a PDF file together with the digital application form. Check if everything has good readability. Red rows will be filled in automatically.			
		Name applicant :	
		Requested subsidy (max. € 2.000,-):	€ -
Location costs (rent, purchase of tools, online)			
No.	Description	Estimate	Realisation
1		€ -	€ -
2			
3			
4			
5			
		Subtotal	€ -
Regaining public and digitisation			
No.	Description		
1			
2			
3			
4			
5			
		Subtotal	€ -
Recruitment and retention of members, participants, students			
No.	Description		
1			
2			
3			
4			
5			
		Subtotal	€ -
		Final balance	€ -
<i>Please save this file properly, as you will also need it when submitting the final statement.</i>			